Utilizing Federal Government Certification Programs to Foster Business Growth

18th Annual JPL/NASA High-Tech Conference

Presented by:

Small Business Consulting Agency

You got certified 8(a) or SDB

- Now what?
 - Set back and wait for orders?
 - Call everyone you talked too at the JPL conference and ask for your million dollar contract?
 - Develop your plan for getting contracts?

Developing your plan to get contracts

- This is not a business plan like you wrote for SBA
- You need a plan to make the Federal
 Government aware that you are out there
- You need a plan to tell them that you are ready to be their vendor of choice

What are the steps

- Find out who is buying your products or services now?
- Confirm your suspicion by determining
 - How many they bought?
 - When did they buy them?
 - How did they buy them?
 - How many will they buy next year?

Now what's next

- Proceed to build a relationship with the agency you want to sell
- Use your marketing skills to build a need with the agency
- Win contracts by outsmarting the competition

Understanding the Buyer

- Buyers can not tell you anything that will give you a competitive edge
- Buyers like to buy; they do not like to be sold
- Buyers like to buy from people they are at ease with and who are like them

"In golf and in selling it's the follow through that makes the difference"

What are the goals for 8(a)'s

- As an 8(a) vendor to the Federal government you are expected to...
 - Have on time delivery
 - Have equal or better quality
 - Have equal or better pricing
- Be so much better than your competition that they want to sole source to you

Finding Contracts

- Search by NAICS code
- Search by agency
- Special searches
- What web site has the data
 - www.fpds.gov





What's New



Top Requests

Log-In:

Password:

January 12, 2006

First phase of the new FPDS-NG reports now available!

For more information on these reports and XML data archives please click here.

For more information on using and importing the XML data archives please click here.

To read this month's FPDS-NG Information Center newsletter, click here.

GCE Newsroom

Fiscal year 2005 top requests:

Hurricane Katrina Contracts Hurricane Rita Contracts Other Hurricane/Disaster Relief Trending Analysis Report for the Last 5 Years

Fiscal year 2004 top requests:

Irad Contracts Top 10 Individual Awards Homeland Security Spending by Agency Total Federal Spending by Department

Replantation

Important Links

Reports

Welcome to the new Federal Procurement Data System (FPDS).

Login

Forgot Your Password?

Security and Privacy

About FPDS-NG

Contact Help Desk

If you have not already registered. please do so by clicking the link below. If you are a registered FPDS user, login using the fields provided in the Login section.

Not Registered? Register Who Should Register?

Sign up for FPDS-NG News announcements.

FAQs

List of Agencies Submitting Data to FPDS-NG Report Fiscal Year 2003 Transaction Find Current Business Opportunities Small Business Services Business Partner Network Register as a Potential Contractor Past Performance Information Retrieval System Federal Technical Data System Official Website for eGov Initiatives FPDS-NG Project Site

The following FPDS reports are available now for download:

Small Business Goaling Report FY 2004 Federal Procurement Report FY 2004 Federal Procurement Report FY 2003 Federal Procurement Report FY 2002 Federal Procurement Report FY 2001 Federal Procurement Report FY 2000



Award CBT IDV CBT

To view CBTs, if necessary, the correct plugin will be downloaded. If the plugin does not automatically download, click here to

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NASA

- NASA Headquarters
- Ames Research Center
- Dryden Flight Research Center
- Glenn Research Center
- Goddard Space Flight Center
- Jet Propulsion Laboratory

- Johnson Space Center
- Kennedy Space Center
- Langley Research Center
- Marshall Space FlightCenter
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- + For Researchers
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02.14.06 Saturn: Return of the Dragon

+ Cassini Section

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ADMINISTRATOR'S CORNER



Michael Griffin

- + Feb. 9 Remarks at National Space Club (45 Kb PDF) + Statement on the FY07
- Budget + Biography
- + Speeches



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BUSINESS OPPORTUNITIES

Business Opportunities at NASA



Workers processing space station node Unity.

Businesses can work with NASA is a variety of ways, depending on the nature of the business, the size of a firm or a particular contract type.

NASA provides industry the opportunity to stimulate business investment in the development of new markets and industries in low Earth orbit, and to support NASA's mission and objectives. Learn about the Space Product Development program and International Space Station opportunities.

+ Find out more

To find out how to bid on NASA contracts, to track contract actions or read NASA's forecast of upcoming procurements, visit the NASA Acquisition Information Service.

+ Find out more

If your firm is a Small or Disadvantaged Business, visit the Web page of the Office of Small and Disadvantaged Business Utilization.

+ Find out more

What About SDB's

- Using your SDB certification
- Prime contractors by state
- Researching prime contractors
- Setting up your plan



En Español



Select a Custom View:

Starting Financing Managing Business Opportunities Disaster Recovery

Starting Your Business

SBA.gov // Business Opportunities // The Basics

The Basics

Defining the Market How the Government Buys Contractor Responsibilities Identifying Your Business Subcontracting Opportunities Procurement Goaling Specific Training

Understanding the Rules

Find Opportunities

What is a Small Business

Marketing Your Business

Contract Proposals

Small Business Programs

Special Interests

Additional Resources

More Information About Starting Your Small Business

Glossarv

Subcontracting Opportunities Directory

Disclaimer

SBA obtains the names and addresses for this listing from subcontracting plans that are submitted to the Government when a large business receives a Federal contract over \$500,000 (over \$1 million in construction). In some cases, the point-of-contact listed in the subcontracting plan changes after SBA adds the company to the directory. SBA is not automatically notified of such changes; and therefore, at any point in time, some of the information in this directory may be incorrect. SBA updates the directory on a regular basis and makes necessary changes when an incorrect listing is brought to its attention.

Please note that SBA does not have the authority to require a prime contractor to use a particular small business. However, SBA's Commercial Market Representatives (CMRs) counsel small businesses on how to market their products and services to the prime contractors in this directory. To find your nearest CMR, go to http://www.sba.gov/GC/contacts.html and click on the fourth menu selection.

<u>Alabama</u>	Kentucky	<u>Ohio</u>
<u>Alaska</u>	Louisiana	Oklahoma
<u>Arizona</u>	<u>Maine</u>	Oregon
<u>Arkansas</u>	<u>Maryland</u>	<u>Pennsylvania</u>
California	Massachusetts	Puerto Rico
Colorado	<u>Michigan</u>	South Carolina
Connecticut	<u>Minnesota</u>	South Dakota
<u>Delaware</u>	<u>Mississippi</u>	<u>Tennessee</u>
District of Columbia	<u>Missouri</u>	<u>Texas</u>
<u>Florida</u>	<u>Montana</u>	<u>Utah</u>
Georgia	<u>Nebraska</u>	<u>Vermont</u>
<u>Guam</u>	<u>Nevada</u>	<u>Virgin Islands</u>
<u>Hawaii</u>	New Hampshire	<u>Virginia</u>
<u>ldaho</u>	New Jersey	<u>Washington</u>
Illinois	New Mexico	West Virginia
<u>Indiana</u>	New York	<u>Wisconsin</u>
<u>lowa</u>	North Carolina	Wyoming
<u>Kansas</u>	North Dakota	

Revised April 28, 2004

Using the government budget to find contracts

- Find the government agency budget
- When to look for the government budget
- What to look for in the government budget
- How to pick a target

Partnering for larger contracts

- There are two kinds of partners
 - Complementary partners
 - Overflow partners
- Setting up your partnering program

Dealing with the buyer

- Buyer ROI
- Why buyers do not want to see you
- Having today's solution to tomorrow's problems
- Don't tell them you are a 8(a) until you need it as icing on the cake

Small Business Consulting Agency

- Thank you for your attention and questions
- Our Next half-day workshop

"Secrets to 8(a) Contracts!"

Thursday March 25, 2006

For more information about our services stop by and see us at our booth